



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Nanci Klein

**SUBJECT: PROPOSED 2024-2025 ARTS
AND CULTURAL DEVELOPMENT
GRANTS**

DATE: May 29, 2024

Approved

Date: 5/29/24

BACKGROUND

Fifteen percent (15%) of the total annual Transient Occupancy Tax (TOT) revenue is allocated to fund cultural arts programs and operations of the Office of Cultural Affairs (OCA) division of the Office of Economic Development and Cultural Affairs. Per the Municipal Code, allowable uses include arts programs, grants, services, and OCA operating costs (including personal, administration, and public art maintenance). Grant awards are determined each year based on projected TOT revenues and a competitive application-based peer review process.

As outlined in the 2024-2025 Proposed Operating Budget, projected TOT revenue remains lower compared to the historic high levels immediately preceding the COVID-19 pandemic. The projected baseline allocation for arts and cultural grants and programs totals \$3.65 million for 2024-2025, supplemented by one-time funding of \$500,000 from the General Fund, as directed in the Mayor's March Budget Message for Fiscal Year 2024-2025, as approved by the City Council.¹ Accordingly, 2024-2025 grant recommendations reflect this baseline TOT allocation and General Fund supplement and are consistent with overall 2023-2024 funding allocations (\$4.14 million) to continue supporting the recovery of the arts and cultural sector. The purpose of this memorandum is to outline the recommended grant awards in the 2024-2025 *Cultural Funding Portfolio: Investments in Art, Creativity, and Culture*.

ANALYSIS

Each year, in tandem with developing the Proposed Operating Budget, OCA develops recommendations for allocating funds for arts and culture grants. Among the most significant OCA programs are the competitive grant programs comprising the *Cultural Funding Portfolio*:

¹ Combined 2024-2025 allocations total \$6.5 million, matching the amount appropriated in 2023-2024 to help mitigate the pandemic's lingering negative impact on TOT revenues and funding for arts and culture partners. This total includes the baseline TOT allocation (\$3.65 million), rebudgeted savings from 2023-2024 (\$1.50 million), use of the Cultural Grants Reserve set aside for this purpose in the TOT Fund (\$850,000), and supplemental allocation from the General Fund (\$500,000). Funds support all OCA-managed initiatives, which include the arts and cultural development grants recommended in this Manager's Budget Addendum.

Investments in Art, Creativity, and Culture. These include operating grants, festivals, parade and celebration grants, and participation in grant programs. These grant programs promote artistic vibrancy, economic development, and cultural diversity in San José. These grants also support broad-based, community-wide participation in a wide range of arts experiences across San José, including expressions of multicultural traditions of San José's diverse population.

OCA releases annual guidelines and criteria for its grant programs that comprise the *Cultural Funding Portfolio*. Notices of the grant opportunities are publicized through multiple channels, including the City's website, OCA's contact list and social media channels, community partners, and several local newspapers published in English, Spanish, and Vietnamese. Each spring, peer review panels evaluate and score applications based on the guidelines and criteria. Peer review panels are open to the public and comprise a diverse mix of Arts Commissioners, multidisciplinary nonprofit arts and culture professionals, and community representatives. The grant applications for these programs are accepted in January/February, with public grant review panels held in March, leading to grant recommendations to the Arts Commission in May that the City Council votes on as part of the City's Operating Budget.

Of the 105 recommended grant awards for 2024-2025 listed in the **Attachment**, 52 (49%) are for organizations, programs, or events specifically serving San Jose's BIPOC (Black, Indigenous, People of Color) communities. This reflects a 2% increase compared to 2023-2024 arts and culture grants (47%).

Arts and Culture Sector's Continued Economic Recovery

San José's arts and culture sector continues to face challenges to recover from the ramifications of the pandemic fully. While many San José residents are engaging in arts and cultural offerings and events, audiences still have not returned to arts and cultural venues at pre-pandemic levels. Despite audiences returning to engage in the cultural public life of San José, earned revenue is still down for many arts and cultural organizations. These local trends reflect national trends, particularly in performing arts fields like live theater.

The \$4.15 million in proposed art and culture grants across the three programs reflect a continued level of investment relative to 2023-2024, leveraging one-time support from the General Fund. Additionally, any savings from 2023-2024 cultural grants and programs (including administration) allocations are expected to be rebudgeted to 2024-2025 as part of the 2023-2024 Annual Report, carrying forward previously committed funding to reinvest into the San José arts and culture sector and supplement reserves to sustain that level of investment. In concert with grant and programmatic funding, OCA will continue providing technical assistance to support the continued recovery of the arts and cultural ecosystem.

Arts Commission Recommendation

At its May 20, 2024 meeting, the Arts Commission reviewed the proposed 2024-2025 grant recommendations under OCA's *Cultural Funding Portfolio*. The Arts Commission recommends

HONORABLE MAYOR AND CITY COUNCIL

May 29, 2024

Subject: Proposed 2024-2025 Arts and Cultural Development Grants

Page 3 of 3

to the Mayor and City Council the approval of the proposed 2024-2025 grant award recommendations listed in the **Attachment**.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office and the City Manager's Budget Office.

/s/

NANCI KLEIN

Director of Economic Development and
Cultural Affairs

For more information, please contact Kerry Adams Hapner, Director of Cultural Affairs, at kerry.adams-hapner@sanjoseca.gov.

ATTACHMENT:

Proposed 2024-2025 Arts and Cultural Grant Recommendations

Attachment: Proposed 2024-2025 Arts and Cultural Grant Recommendations

Operating Grants	Grant Amount
1. Abhinaya Dance Company of San Jose	\$35,421
2. Aimusic School	\$63,012
3. Bay Area Glass Institute	\$78,081
4. Cashion Cultural Legacy	\$37,182
5. Children's Discovery Museum of San Jose	\$161,570
6. Children's Musical Theater San Jose	\$208,018
7. Chinese Performing Arts of America	\$45,442
8. Cinequest Film Festival	\$124,279
9. City Lights Theater Company of San Jose	\$109,565
10. Kaisahan of San Jose Dance Company	\$19,675
11. Local Color	\$68,970
12. MACLA/Movimiento de Arte y Cultura Latino Americana	\$101,194
13. Mosaic America	\$57,626
14. Opera San Jose	\$223,959
15. San Jose Chamber Orchestra	\$50,448
16. San Jose Institute of Contemporary Art	\$107,947
17. San Jose Jazz	\$182,895
18. San Jose Multicultural Artists Guild	\$28,710
19. San Jose Museum of Art	\$242,267
20. San Jose Museum of Quilts & Textiles	\$78,255
21. San Jose Stage Company	\$90,787
22. San Jose Symphonic Choir	\$15,560
23. San Jose Taiko	\$77,750
24. San Jose Youth Symphony	\$95,313
25. School of Arts and Culture at MHP	\$218,966
26. sjDANCEco	\$26,113
27. Silicon Valley African Film Festival	\$25,580
28. Silicon Valley Shakespeare	\$39,135
29. Starting Arts	\$154,062
30. Symphony San Jose	\$184,381
31. Teatro Vision	\$48,162
32. The New Ballet School	\$125,815
33. Vivace Youth Chorus	\$35,377
Total Operating Grants Proposed: \$3,161,517	

Proposed 2024-2025 Arts and Cultural Grant Recommendations

Festival, Parade, and Celebration Grants	Grant Amount
1. African American Community Services Association (AACSA)	\$15,285
2. Aimusic Festival	\$35,848
3. Almaden Valley Women's Club – 4 th of July Fireworks Show	\$10,000
4. Campus Community Association	\$11,091
5. Cashion Cultural Legacy	\$15,250
6. Children's Discovery Museum of San Jose	\$19,652
7. Chinese Performing Arts of America	\$15,285
8. Chopsticks Alley Art	\$4,159
9. Christmas in the Park	\$50,662
10. Cinequest	\$47,470
11. Contemporary Asian Theater Scene (CATS)	\$5,000
12. Culture Night Market	\$9,913
13. Curatus	\$9,827
14. Eastside Magazine	\$10,398
15. Ethiopian Community Services, Inc.	\$10,398
16. Fountain Blues Festival	\$8,734
17. Friends of Levitt Pavilion San Jose	\$13,101
18. Gay Pride Celebration Committee of San Jose	\$32,146
19. Guadalupe River Park Conservancy	\$5,200
20. History San Jose	\$4,175
21. Italian American Heritage Foundation	\$12,010
22. Latina Coalition of Silicon Valley	\$4,575
23. Local Color	\$5,000
24. Luna Park Arts Foundation	\$6,100
25. Mosaic America	\$19,652
26. Nikkei Matsuri	\$12,477
27. Portuguese Heritage Society of California	\$6,932
28. Positive Alternative Recreational Teambuilding Impact (PARTI)	\$15,285
29. Project MORE	\$11,091
30. Rose, White, & Blue Parade	\$8,318
31. San Jose Center for Poetry & Literature	\$9,913
32. San Jose Downtown Association (SoFA St. Fair)	\$10,398
33. San Jose Downtown Association (Dia San Jose)	\$9,705
34. San Jose Downtown Association (Downtown Ice)	\$52,717
35. San Jose Downtown Association (Music in the Park)	\$17,468
36. San Jose Jazz	\$52,717
37. San Jose Multicultural Artists Guild (SJMAG)	\$12,129
38. School of Arts & Culture at MHP	\$6,100
39. Silicon Valley African Film Festival	\$19,652
40. Silicon Valley Jewish Film Festival	\$8,734

Proposed 2024-2025 Arts and Cultural Grant Recommendations

Festival, Parade and Celebration Grants	Grant Amount
41. Silicon Valley Shakespeare	\$19,652
42. SJ Walls	\$13,101
43. sjDANCEco	\$10,398
44. South Bay Guitar Society of San Jose	\$3,466
45. Vietnamese American Organization	\$5,338
46. Vietnamese American Roundtable	\$4,575
Total Grants Proposed:	\$691,097

Take pART Grants	Grant Amount
1. Alliance for Youth Achievement	\$16,750
2. Contemporary Asian Theatre Scene (CATS)	\$4,745
3. Chopsticks Alley Art	\$15,250
4. Chamber Music Silicon Valley	\$13,500
5. CreaTV San Jose	\$9,596
6. genARTS (SVCcreates)	\$6,068
7. History San Jose	\$4,800
8. HomeFirst	\$8,750
9. International Children's Assistance Network (ICAN)	\$12,814
10. La Raiz Magazine	\$5,760
11. Lyric Theatre	\$15,750
12. More Mas Marami	\$11,700
13. Opera Cultura	\$16,000
14. Positive Alternative Recreational Teambuilding Impact (PARTI)	\$13,420
15. Playful People Productions	\$14,000
16. Recovery Café	\$18,750
17. Red Ladder Theatre	\$21,500
18. San Jose Center for Poetry & Literature	\$11,250
19. San Jose Chamber Music Society	\$11,238
20. San Jose Downtown Foundation	\$13,050
21. Santa Clara Valley Performing Arts Association	\$9,150
22. South Bay Guitar Society of San Jose	\$8,400
23. Together We Create (TWC)	\$6,411
24. Voices of Silicon Valley	\$8,235
25. Winchester Orchestra	\$8,500
26. Works/San Jose	\$12,000
Total take pART Grants Proposed:	\$297,386

GRAND TOTAL (pages 1-3)	\$4,150,000
--------------------------------	--------------------